

## ORDER



**Orders**  
**Order / Rev:** 712162  
**Alt Order #:**  
**Product Desc:** McGee/Robinson GBO  
**Estimate:** 1536  
**Flight Dates:** 10/15/12 - 11/10/12  
**Original Date / Rev:** 09/07/12 / 09/07/12  
**Order Type:** Political

**WFMY-TV**

**Primary AE:** Bill Lancaster  
**Sales Office:** WFMY  
**Sales Region:** LOC

**Agency Name:** Specialized Media Services/ POL  
**Buying Contact:**  
**Billing Contact:**  
 741 Kenilworth Ave Ste 204  
 Charlotte, NC 28204

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** McGee-Robinson/ NC Court of Appeal  
**Demographic:** A25-54  
**Product Codes:** PL-Judicial  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:30:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	17	\$8,925.00	\$7,586.25
10/29/12	11/05/12	13	\$7,175.00	\$6,098.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	17	\$8,925.00	\$7,586.25	0.00
November 2012	13	\$7,175.00	\$6,098.75	0.00
<b>Totals</b>	<b>30</b>	<b>\$16,100.00</b>	<b>\$13,685.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Bill Lancaster			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WFMY	10/15/12	11/03/12	Good Morning Show Sat	CM	7-9a	-----S-	:30	1	\$175.00	P-2	0.00	NM	3	\$525.00
				Good Morning Show Saturday (7:00 AM-9:00 AM)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-		1				\$175.00		0.00			
		Week: 10/22/12	10/28/12	-----S-		1				\$175.00		0.00			
		Week: 10/29/12	11/04/12	-----S-		1				\$175.00		0.00			
N 2	WFMY	10/16/12	10/19/12	M-F 6-8a	CM	6-8a	-TWTF--	:30	1	\$325.00	P-1	0.00	NM	1	\$325.00
				Good Morning Show 6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--		1				\$325.00		0.00			
N 3	WFMY	10/22/12	11/02/12	M-F 6-8a	CM	6-8a	MTWTF--	:30	2	\$325.00	P-1	0.00	NM	4	\$1,300.00
				Good Morning Show 6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--		2				\$325.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--		2				\$325.00		0.00			
N 4	WFMY	10/22/12	11/04/12	CBS Sunday Morning	CM	9-1030a	-----S	:30	1	\$350.00	P-2	0.00	NM	2	\$700.00
				CBS Sunday Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1				\$350.00		0.00			
		Week: 10/29/12	11/04/12	-----S		1				\$350.00		0.00			
N 5	WFMY	10/16/12	10/19/12	News 2 at 6	CM	6-630p	-TWTF--	:30	1	\$750.00	P-1	0.00	NM	1	\$750.00
				News 2 at 6											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--		1				\$750.00		0.00			

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Advertiser: McGee-Robinson/ NC Court of Appeals  
 Product Desc: McGee/Robinson GBO  
 Estimate: 1536

WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 5	WFMY	10/16/12	10/19/12	News 2 at 6 News 2 at 6	CM	6-630p	- TWTF - -	:30	1	\$750.00	P-1	0.00 NM	1	\$750.00
N 6	WFMY	10/16/12	10/19/12	News 2 at 5 News 2 at 5	CM	5-530p	- TWTF - -	:30	2	\$450.00	P-1	0.00 NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	- TWTF - -		2			\$450.00		0.00			
N 7	WFMY	10/22/12	11/02/12	News 2 at 6 News 2 at 6	CM	6-630p	MTWTF - -	:30	2	\$750.00	P-1	0.00 NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	MTWTF - -		2			\$750.00		0.00			
	Week:	10/29/12	11/04/12	MTWTF - -		2			\$750.00		0.00			
N 8	WFMY	10/22/12	11/02/12	News 2 at 5 News 2 at 5	CM	5-530p	MTWTF - -	:30	2	\$450.00	P-1	0.00 NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	MTWTF - -		2			\$450.00		0.00			
	Week:	10/29/12	11/04/12	MTWTF - -		2			\$450.00		0.00			
N 9	WFMY	11/05/12	11/05/12	News 2 at 6 News 2 at 6	CM	6-630p	M- - - - -	:30	1	\$750.00	P-1	0.00 NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M- - - - -		1			\$750.00		0.00			
N 10	WFMY	11/05/12	11/05/12	News 2 at 5 News 2 at 5	CM	5-530p	M- - - - -	:30	1	\$450.00	P-1	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M- - - - -		1			\$450.00		0.00			
N 11	WFMY	10/22/12	11/04/12	News 2 at 11 News 2 at 11	CM	11-1135p	MTWTFSS	:30	2	\$800.00	P-1	0.00 NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	MTWTFSS		2			\$800.00		0.00			
	Week:	10/29/12	11/04/12	MTWTFSS		2			\$800.00		0.00			
N 12	WFMY	10/16/12	10/21/12	News 2 at 11 News 2 at 11	CM	11-1135p	- TWTFSS	:30	2	\$800.00	P-1	0.00 NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	- TWTFSS		2			\$800.00		0.00			
N 13	WFMY	11/05/12	11/05/12	News 2 at 11 News 2 at 11	CM	11-1135p	M- - - - -	:30	1	\$800.00	P-1	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M- - - - -		1			\$800.00		0.00			
Totals													30	\$16,100.00